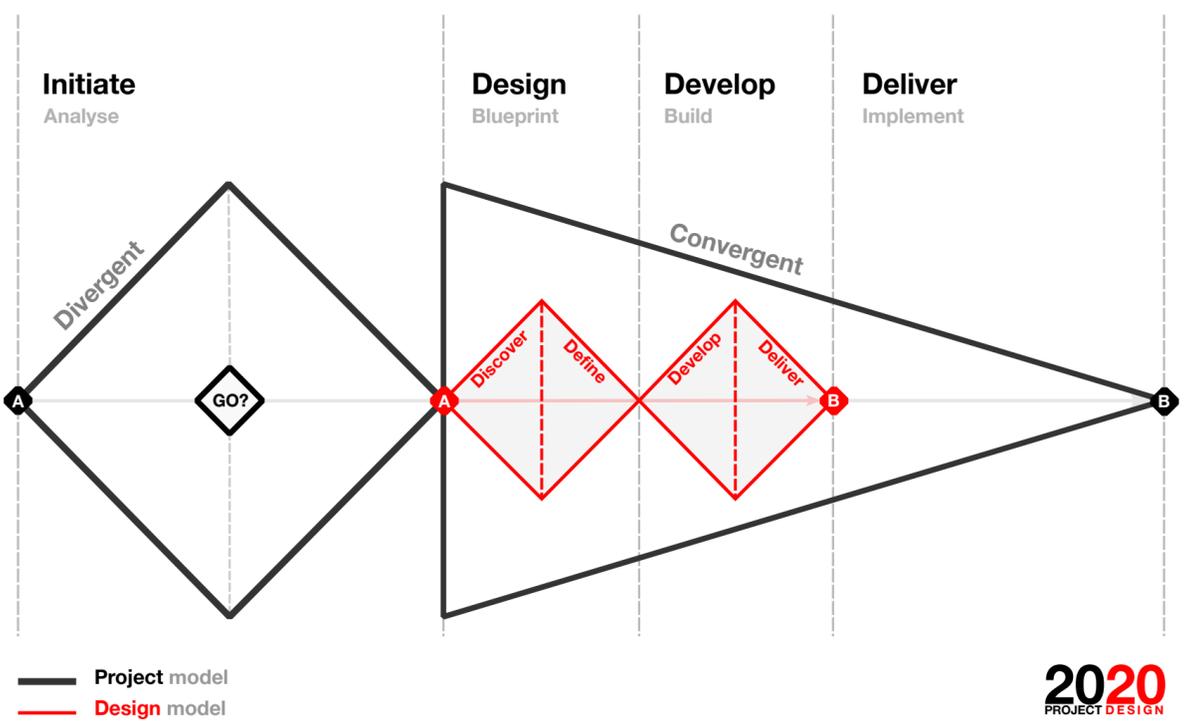


MANAGE THE PROJECT & DESIGN THE PRODUCT

A project process is used to make sure your desired outcome is achieved. A design process is used to make sure you create a useful product. Here is how the two processes fit together.



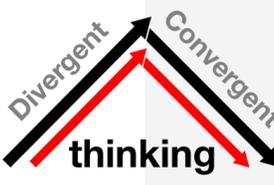
Project process

You manage a project to create a product

A project process is used to organise and control the workflow of tasks and resources within a specified budget, time and quality. You plan to coordinate and track stages of a project from A to B. A good project plan splits a project into digestible chunks to make it manageable.

Open up the conversation to research and explore project requirements.

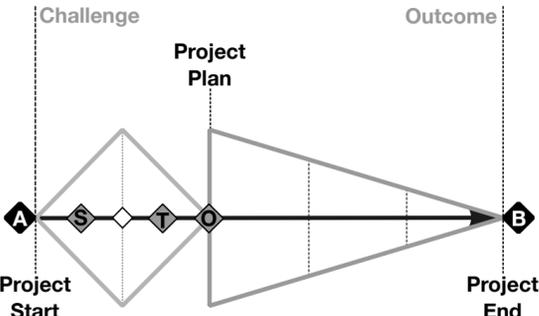
Narrow project focus to set, design, develop and deliver desired outcomes.



Open up the conversation to discover and develop new design ideas.

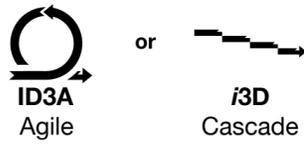
Narrow design focus to define prototype and deliver your product.

Project timeline



The 5 sub-plots - tell the project's story:

- S Strategy** - start with the 'Big Picture' - the vision - the desired outcome of the project.
- T Tactics** - make your vision a reality by planning i.e. break the Big Picture into smaller chunks.
- O Operations** - follow the plan and do the work. An adaptable but structured workflow builds better products.
- R Reports** - measure and evaluate the products and keep track of project progress in all stages.
- Y You** - identify what knowledge, skills and behaviours you need throughout the project.



Initiate stage Analyse

We start by asking the WHY question. Why do we need this product? We specify our need to answer our business case. We then decide if the project is a GO or no go. If it's GO, we start to plan the project. Next we answer the HOW question. How do we organise the tasks, who does them and when do they do them?

Design stage Blueprint

Now that we have worked out the Strategy (why) and the Tactics (how) we start the Operations (what). We deploy our resources - people, capital and materials - to make sure we end this stage with a project sign-off of a design brief. The brief can be as elaborate as a detailed plan or as simple as sketches and a rough storyboard depending on the project.

Develop stage Build

Operations continue in this stage. Now we support, manage and report the build of the product(s). Different resources may be deployed to build a product than were used to design it - they need to be in place and ready to build. If this is an Agile sprint the product created now may be an early prototype. The final sprint will deliver the end product.

Deliver stage Implement

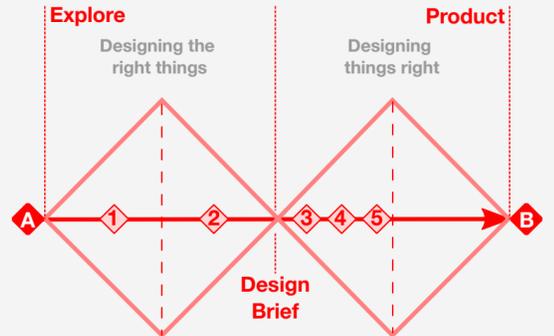
The final stage is used to manage the delivery of the prototype/product for testing and feedback, or shipping of final product. The project doesn't end when the product is implemented, there may be marketing and comms to deliver along with after-care. In an Agile project you start the project process model again taking what you've learned this time to improve the next sprint.

Design process

You design a product to fulfil a desire

A design process is used to structure your approach to creating your product. The four phases guide your design thinking from empathy to define, ideate, prototype, test and back to empathy. Ever improving your design as you iterate and learn what works.

Design timeline



The 5 planes - design the user experience:

- 1 Strategy** - start with why users would use this product. What do they get from using it?
- 2 Scope** - what are the specifications for features and functions users want in the product?
- 3 Structure** - organise the features and functions in a meaningful and useful way.
- 4 Skeleton** - optimise the placement and arrangement of features and functions to maximise efficiency.
- 5 Surface** - design the look and feel of features and functions in line with the user experience.



START

Discover phase Research

The first quarter of the double diamond marks the start of the design process. It begins with a discovery phase to understand user needs. The project plan will include an outline of the desired outcome for this project giving an insight into the problem that needs solving. Use the methods that work for you and the project e.g. market research, user information, user personas, Jobs to Be Done, etc.

Define phase Synthesis

Synthesise your discovery into a design brief that outlines the needs, values and touch points the product must match. The first diamond in the design process answers the WHY question. Why do we need this product? Time spent in this first diamond will ensure you 'keep to the project brief' and ultimately will not impact negatively on budget, time or resources.

Develop phase Ideation

Now we can start to explore, brainstorm, think and ideate to create potential solutions for the product that fit the design brief. Each iteration of a prototype will get you closer to the final solution. Collaboration with other departments will get to the solution faster. Even in a waterfall project process you can iterate the design phases by setting aside a set amount of time for a set number of iterations.

Deliver phase Implementation

This is the phase in which you test prototypes and analyse feedback to improve your solution until you have a final product. The final product is tested and sent for official sign-off by the project before it enters the project's deliver stage. You can also use this phase to evaluate the effectiveness of your design process and the ROI the design has on the project's success.

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